Case Studies of how Cybersecurity can create a Competitive Advantage

Cybersecurity can be used to create a competitive advantage

Business leaders often face tough decisions as they look to build innovative products that help create a competitive advantage, either through differentiation or through cost as they try and gain market share.

Traditionally, as these business leaders think through their strategies, one area they often overlook is the potential for Cybersecurity to create the advantage they are searching for as they seek to gain market share.

In this research project we focus on key examples of companies leveraging Cybersecurity as an opportunity to create differentiated products and services through capabilities or cost and separate themselves from their competition.

Companies are leveraging Cybersecurity to create advantages

This project extends our previous research around Cybersecurity as a Competitive Advantage by analyzing different examples of companies that are using Cybersecurity to differentiate its products from competitors and offer its customers a stronger value proposition.

We purposefully chose companies and are looking for companies that are not Cyber focused, but differentiation focused.

Learn from these companies to identify how you can start to leverage Cybersecurity as a competitive advantage in your own company.

There are opportunities and barriers to adopting Cybersecurity as a competitive advantage

- Increasingly, more companies are beginning to think outside of the box and using Cyber capabilities to create a competitive advantage
- These companies face challenges both internally and externally in communicating the advantages of Cybersecurity in creating a differentiated strategy
- There are certain market forces that need to be present in order to create that advantage

We need your help

- We are seeking additional companies for this paper. Do you have a project in your company where cybersecurity is being leveraged as a competitive advantage? We’d love to talk with you and gather your perspectives
- Please share your thoughts and insights with us. Send a note to Dr. Pearlson at kerip@mit.edu or Jonathan Muniz & jonmuniz@mit.edu

Current Companies

From An IT Problem To A key part of the business strategy

Siloed Integrated into the company’s strategic vision

A cost An advantage

An online banking company using Cybersecurity as a key differentiator through new and unique capabilities

The electric distribution division of a digital automation and energy management company that is using cyber capabilities to add more value to its products and services

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